

**Robert J. Blake, MBA**

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July 11, 2022

Dear Hiring Panel & Talent Team,

Thank you in advance for reviewing my attached résumé for an opportunity to join your organization.

In my current position with House Autry Mills, I directly manage over seventy-seven percent of retail grocery trade which includes our Top 7 customers. While only with this organization for just under one-year I have exceeded all sales objectives for the company. I am very familiar with Ardent Mills in my former leadership roles and my experience in the CPG retail industry will add value to Ardent Mills retail channel.

As Director of Corporate Sales at L.H. Hayward & Co., I oversaw company sales for all organizations, including Domestic & Export Sales for Retail Grocery, Dollar Channel, Club Channel, Food Service, and Industrial Processors. In that successful role, I generated revenue of \$20+ Million, built a new team, and mentored Regional Retail Sales Managers, Sales Support Specialists, and retail merchandisers for LA/MS. The initiatives I led resulted in increased item contribution profit margin of +6.4% while maintaining market share & ACV%.

In my previous position with Diversified Foods & Seasonings, I drove \$103.5+ million in Top Line and \$19.2 million in EBITA servicing the QSR, Casual Dining, Retail, and Industrial customers in the U.S., Latin America, the Middle East, and Asia. In addition to managing Sales, Supply Chain, Marketing, and Product Development for a national account, I supervised 2 National Accounts Managers, a National Sales Planner, and a Sales Analyst.

At award-winning Baumer Foods, I supervised 5 Regional Managers, VP Private Label Sales, a Sales Admin & Customer Service Manager, and a Traffic & Logistics Manager, driving domestic sales revenue of ~\$37+ million. I reported directly to CEO/President Al Baumer and coordinated closely with the CFO, VP Operations, and VP Export.

Throughout the course of my career with Hayward, Diversified, Baumer, Reily, and Schwegmann, I have been consistently promoted, rising from floor-level positions an Executive Sales Leader. As an Executive Team Member, I was accountable for increasing company revenues and profit margins month over month and year over year. To date, I have utilized multiple skill sets in the areas of Sales, Marketing, Data Analysis, and Strategic Planning to achieve goals.

My direct experience with U.S. Fortune 500 retailers includes Walmart, Ahold-Delhaize, Whole Foods, Sam's Club, Publix, Food Lion, Albertson's, H.E.B., Kroger, and Costco. My broker management experience has also supported successful outcomes with specialty distributors such as KeHE and UNFI for specialty traded items.

Again, I thank you for your time in reviewing this letter. Feel to contact me for any additional information you may require.

Sincerely,

*Robert J. Blake*